

Portfolio Test

Time, September 29, 1986

Good (morning/afternoon). My name is _____. I'm calling for _____ We are conducting a nationwide survey of people's magazine reading habits, trying to find out how to make magazines more interesting and useful to the public. May I speak to the youngest man/woman (CHECK SEX QUOTA) age 18 or older who is at home now? Their cooperation would be most valuable and appreciated.

IF THE PERSON YOU WILL INTERVIEW IS NOT THE PERSON YOU SPOKE TO AT THE DOOR, REINTRODUCE YOURSELF.

First I have a few questions I'd like to ask you about yourself.

Q1. Do you watch television at least one hour a night on average?

Yes--> CONTINUE

No --> CONTINUE

DK/NA/REFUSED--> CONTINUE

Q2. Do you drink at least five cups of coffee a week on average?

Yes [] 1 ASK Q2a.

No [] 2 GO TO Q3.

DK/NA/REFUSED [] 3 GO TO Q3.

Q2a. IF YES, ASK: Is it usually coffee with caffeine?

Yes [] 1 GO TO Q3.

No [] 2 GO TO Q3.

DK/NA/REFUSED [] 3 GO TO Q3.

Q3. Do you smoke at least three packs of cigarettes a week on average?

Yes [] 1 Ask Q3a.

No [] 2 TERMINATE AND RECORD

DK/NA/REFUSED [] 3 ON CALL RECORD SHEET

Q3a. IF YES, ASK : Is your regular brand nonmenthol or menthol?

Nonmenthol [] 1 Ask Q4.

Menthol [] 2 TERMINATE AND RECORD

DK/NA/Refused [] 3 ON CALL RECORD SHEET

Do you usually smoke the regular King size, or the
large cigarettes, that is, the 100 millimeter or 120 millimeter
size
King size - terminate
100's ()
120's () } continue